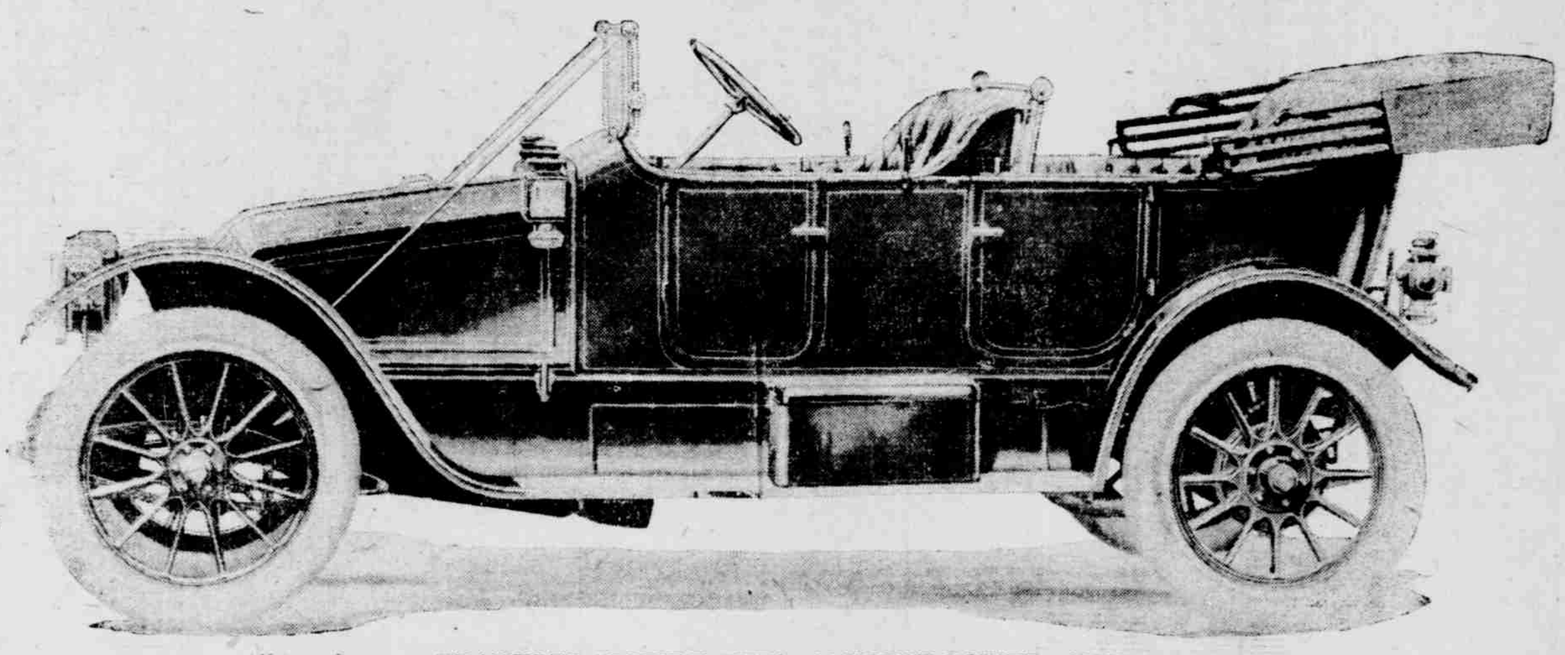
FRANKLIN : MOTOR : CARS



FRANKLIN "LITTLE SIX"—30 HORSE POWER—$2800

The Final Choice of Men Who Know

In material and workmanship the Franklin is the same as other high-grade cars. It is in the essential features of design and appearance that it excels. The wood frame and full-elliptic springs absorb road shock and give riding comfort. Light weight and resiliency, combined with extra large tires, give maximum tire service. The sloping hood and graceful flush-sided body are distinctive and beautiful. The air-cooled motor saves weight and complication.

These Men Own Franklin Cars

Engineers are the first to buy the Franklin.

One prominent owner was for years the designer of a leading water-cooled car.

Others include the most familiar names in scientific circles—designers, inventors, trained men in mechanical affairs.

There is only one reason for this choice.

The Franklin air-cooled motor is the logical development of the automobile motor. Its construction is scientific.

It is simpler than other motors.

It is more efficient.

Why the Franklin is Alone In the Field

The line of least resistance is the easiest way.

To put a water jacket around a cylinder was a quick way to get cooling—and the arrangement worked.

But it froze up in winter—it added complication—and the piping and radiator would leak. The water-cooled motor of today has the same troubles, and always will have.

Franklin engineers foresaw that an automobile would be required to give service free from motor trouble all the year around.

The solution was to cool by air.

Air would not freeze—there would be no leaks; no complications.

The Franklin motor has **made good** for ten years—that is the best proof of how well the Franklin engineers did their work.

And the Franklin motor is better now than ever before because it has been refined and developed along one definite line.

These Figures Show Why the Franklin Excels

87 miles on two gallons of gasoline—this world's economy record belongs to the Franklin.

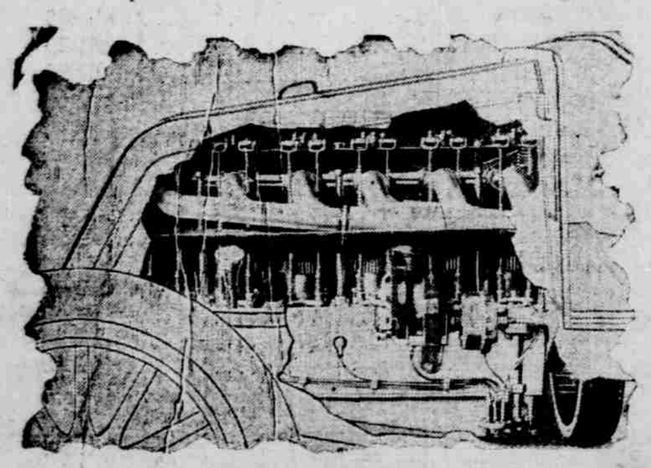
46.1 miles on one gallon of gasoline—another world's record for the Franklin.

120 miles carrying one and one-half tons at a cost per ton mile of .0044 of a cent—an unbeaten record for the Franklin truck.

The Franklin motor operates at the temperature of highest efficiency for gasoline vapor.

It gets more power from the fuel.

It gets greater mileage per gallon of gasoline.



The Franklin Steering Device Is Not Irreversible

You turn around a corner and the car automatically tends to straighten out its course and follow the road; there is no work for the driver. You drive over rutty roads and it is not necessary to pull and yank the steering wheel to stay in the road; the wheels follow the tracks. Certainly this is the safest way.

The Only Cooling System That Regulates Itself

Cooling with the Franklin is regulated by the fly wheel—it is a suction fan.

The faster the motor turns over the greater the quantity of air drawn down around the cylinders.

Cooling is proportional to the amount of heat generated.

It does not depend on the forward rush of the car—nor on a supply of water—nor on outside temperature.

As long as the motor runs it must cool.

The amount of cooling on the Franklin is a measurable quantity—that is the best proof of its superiority.

When the motor is running at full speed 2000 cubic feet of air pass over the cylinders every minute. This air travels at a high rate of speed.

The heat is literally wiped away.

And the supply of cooling medium never gives out.

Automobile Buyers Demand Proper Design

Greater motor efficiency and reliability are being demanded by automobile buyers.

Manufacturers of water-cooled cars are trying in every way to meet this demand. They even go to new types of motor and start all over again from the experimental stage.

And while all this struggle is going on the confidence of the automobile public in the Franklin is increasing every day—Franklin efficiency and dependability are proved.

There has been no change in Franklin air cooling.

The application of the air currents to the cylinders has been made more direct and is better controlled—but the principle is the same.

The Franklin principle of construction has been right from the first.

Now the man who is tired of coddling a cooling system—of mixing an anti-freezing solution—or of nursing the motor to prevent overheating, says:

"I'll get a Franklin."

8000—10,000 Miles Per Set of Tires

Tire cost is the heaviest item of expense with the average motor car.

With the Franklin tire cost is about one-third that of other cars.

The Franklin is the only automobile with which tire trouble is not a factor.

The car itself is light weight and resilient. Road shocks are absorbed. Large tires are used. This gives maximum tire service.

8000-10,000 miles per set of tires is the average service obtained by Franklin owners.

3061 miles without a puncture is another Franklin average.

90 per cent of the delays on the road are caused by tire trouble. The Franklin eliminates this trouble.

Tire sizes exceed those recommended by tire manufacturers on all Franklin models.

There is a big factor of safety.

This means money saved.

Franklin Automobile Dealership

GEO. HAGEMAN